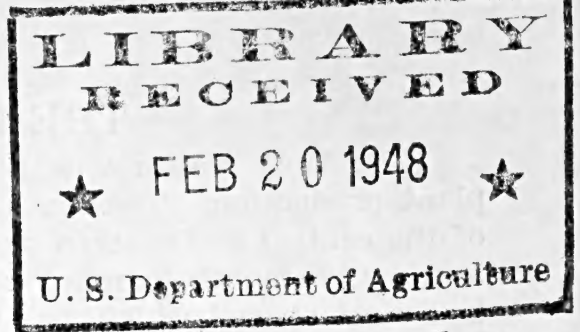


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The 1948

Strawberry Book

FROM

BENNING'S

W. E. BENNING

CLYDE, N. Y.

Phone Clyde 5083

Established 1909 by H. H. Benning

No. 1216

State of New York

Department of Agriculture and Markets

C. Chester DuMond, Commissioner

Certificate of Inspection of Nursery Stock

THIS IS TO CERTIFY that the Strawberry Plants of W. E. Benning of Clyde, County of Wayne, State of New York, have been duly examined in compliance with the Agriculture and Markets Law and have been found to be apparently free from all injurious insects, and plant diseases. This certificate is valid until October 1, 1948 unless revoked before that date.

Dated Albany, N. Y., Oct. 3, 1947

C. CHESTER DUMOND, Commissioner

A. B. BUCHHOLZ, Director, Bureau Plant Industry

THE 1948 OUTLOOK

The 1947 season was not particularly favorable for strawberry plant production. The almost continuous rains which fell over much of the central and eastern parts of the country delayed planting by as much as a month in many sections. It also resulted in many plants being set on soil which was too wet or poorly prepared. With many growers it was a case of doing this or not planting at all. Late planting always results in poor stands and lowered plant production and 1947 was no exception.

After getting off to a bad start the crop was hit again in late summer and early fall by weeks of hot dry weather. This came at just the time when the plants are normally making their greatest growth and pushing runners rapidly.

As a result of being hit hard on both ends of the 1947 growing season the supply of plants for 1948 is down considerably. In our own beds, while production varies somewhat with varieties, we probably do not have over 50 per cent of the supply of plants we had available for 1947.

INSTRUCTIONS TO OUR CUSTOMERS

We urge that you place your order early—just as soon as you decide what varieties and how many you want. We will reserve them for you until shipping time. Get your order in early. Plant supplies are short this year.

We take every precaution to keep our plants true to name and they are sold as such. However, should they prove otherwise, we will not be responsible for more than the purchase price of the plants.

Our packing is carefully done to insure arrival of the plants in good condition. However, should you have any complaints to make regarding shortages, poor condition of the plants, etc. they must be made immediately upon arrival of the plants. We will make good anything for which we are at fault. We cannot be responsible for any conditions affecting the plants after their arrival as they are beyond our control.

We start shipping plants in the spring as soon as the weather permits digging. Usually this is about mid-April although in some years we are able to start earlier. We do not like to ship plants after about May 10 due to the danger of failure because of the lateness of the season. Orders received after that date will be filled at the purchaser's risk only. This means that our shipping season is short. Rainy wet weather can easily upset our shipping schedule as we ship only fresh dug plants. We will do our best to get your plants to you at the time you request but please bear in mind the foregoing facts if you do not receive your plants on just the day you want them.

We do not sell plants in the late summer and fall and do not recommend planting at that time.

Many of our customers may wish to drive to our place for their plants. Our place is located on the County highway between Clyde (on N. Y. Route 31) and Seneca Falls (on N. Y. Route 5 and U. S. Route 20) being 4 miles south of Clyde and 10 miles north of Seneca Falls. If you wish to come after your plants we should be notified a couple of days in advance in order that we may have your plants ready.

We are not open for business on Sunday.

Cash must accompany all orders unless other arrangements are made.

CULTURAL PRACTICES

Care of the Plants on Arrival

The package should be opened at once and the roots of each bunch put in water for a few minutes. If necessary to hold the plants for a few days, wet the roots as stated and repack them loosely in the package or put in a pile with the roots inside with damp moss between the layers as in the original package, keeping the plants in a cool place. If it is necessary to hold them more than a few days, heel the plants in the soil. However, immediate planting insures the best results.

Soil

While strawberries are widely grown on many types of soil, individual varieties show a marked difference in their response to varying soil types. Some varieties, such as Premier are universally adapted and will do well on almost any soil. Others are more capricious and will vary from poor to excellent depending on the soil and the locality. Plenty of moisture is essential, especially just before and during picking. Soils rich in humus or organic matter are better adapted to hold sufficient moisture than are poor soils low in humus.

Plant on clean soil, free from weeds and grass. This will aid greatly in weed control.

Planting

Early Spring planting as soon as the ground can be well fitted is best. If delayed until late spring, the chances of heavy loss due to hot dry weather are much greater.

Set in rows $3\frac{1}{2}$ to 4 feet apart and 15 to 30 inches in the row. At these distances it will require 7,000 to 8,000 plants per acre.

Cultivation

Cultivate frequently enough to keep the soil in good tilth and to control weeds. Weed control is absolutely essential to successful berry growing.

Some of the more free-growing varieties tend to set too many plants for the best results. Recent experiments have shown that allowing only a limited number of strong, sturdy plants to set and removing all excess runners, will result in larger yields with a higher percentage of large, better quality berries.

Blossoms should be removed from the newly set plants as they appear.

Mulching

Late in the fall berries should be mulched to prevent heaving during the winter. Marsh hay, straw, leaves, strawy manure or any like material may be used. In the spring, the bulk of this mulch should be raked off the plants and put between the rows. This will aid in conserving moisture, a most important item in strawberry production, and in weed control. It also keeps the berries cleaner.

PREMIER — The Old Favorite

No berry is so popular and so widely planted in the northern states as Premier. Year after year it retains its popularity as other varieties come and go. Premier is a sure-cropper being very frost resistant. It is the best extra-early berry producing large crops and having a long picking season.

The berries are medium to large in size and bright red in color. Many of the early berries are wedge shaped but the later ones are quite uniformly conic. Though not as firm as Fairfax, they are firm enough to hold up well for shipping. Quality is good.

Premier is a vigorous grower making a good stand of healthy plants. It is widely adapted to a great variety of soil and climatic conditions. It will produce a crop almost anywhere you wish to plant it. Whether you are a commercial grower or a home gardner you cannot go wrong on Premier for your early berries.

For assured profits plant Premier.

FAIRFAX — The Quality Berry

Fairfax is truly a great berry surpassing all others we have grown in quality and firmness. Every year our sales of Fairfax plants have increased. We have increased our plantings yearly and still have not always been able to supply the demand in many seasons. This is the best gauge of the increasing popularity of this grand berry.

With us, Fairfax ripens a few days after Premier. The berries are large to very large and very firm and meaty holding up well for a long time after picking. The berries are bright red when they first ripen but turn dark as they stand either on the plant or in the basket until they become a dark purple. At first this was considered a fault, but, as the public has come to know Fairfax, the dark color has become an asset. It is the trade mark of quality by which consumers can readily identify genuine Fairfax berries and consumers are willing to pay a premium for the grand flavor and quality of Fairfax. Yields are high, at times exceeding Premier with us. The berries are smooth, glossy, beautiful and quite uniformly conic shaped. The plants grow very large with beautiful dark green healthy foliage. Fairfax is not as prolific a plant maker as some varieties but makes a good row. It is more susceptible to frost injury than Premier or Catskill. The fruiting season is exceptionally long.

Plant Fairfax and enjoy the superb quality of nature's finest strawberry. They are so sweet you can eat them without sugar. Once you have tasted them you will understand why we find it hard to restrain our enthusiasm for Fairfax.

CATSKILL — The Best Mid-Season Berry

Probably no berry ever forged ahead so rapidly as Catskill after its introduction by the New York State Experiment Station a few years ago. In a very short time it became widely planted and known as the best mid-season berry in the northern states. Like Premier it is widely tolerant of varying soil and climatic conditions. Also, like Premier, it is frost resistant bearing enormous crops of berries every year.

The berries are large to very large, bright red and produced in

abundance. They have a characteristically long neck and are often rather rough and irregular in shape. However, this does not seem to detract from their appearance when placed in the basket for sale. The texture is firm and the quality is good. It has been our experience that in very wet seasons when berries tend to rot badly we seldom find rotten berries among our Catskills. The foliage is dark green and healthy. The plants are vigorous and make a good row.

We find the demand for Catskill increasing yearly. No commercial planting should be without it. Plant Catskill to follow Premier. You will have two sure-croppers and two money makers.

DORSETT — A Berry of Beauty

Dorsett is a high quality berry of great beauty. It is a vigorous growing variety making a heavy row and because of this it responds well to thinning of the plants. The fruit is large and firm ripening just after Premier.

Dorsett is at its best a little farther South and with us its yields are a little disappointing. In those localities where Dorsett is best adapted it is reported to be a very heavy yielder. Dorsett is not as frost resistant or as widely adapted to all kinds of conditions as Premier but it excels Premier in size, quality and appearance.

CULVER — A Berry of Attraction

Culver is a heavy yielding variety producing beautiful bright red berries that are red to the center. The fruit is large, smooth, uniformly cone shaped and attractive. Culver truly has the eye appeal that makes berries sell. It is one of the most attractive berries we have grown. They are slightly tart with excellent flavor and quality. The skin of Culver is tender and they should be handled carefully.

Culver is a good plant maker. The plants are vigorous, dark green and healthy.

ROBINSON — A Promising Late Berry

This variety came from Michigan being highly recommended by the growers in that area. We fruited Robinson for the first time last year. Our observations of the variety thru two growing seasons (1946 and 1947) and one fruiting season (1947) have led us to the following conclusions.

Robinson is one of the most prolific plant makers we have. In 1946 under favorable conditions the rows were very heavy. In 1947 under adverse conditions when the plants were set late on poorly prepared wet soil the rows were good, excelling other varieties set alongside at the same time. The plants are vigorous and healthy.

In 1947 we found Robinson to be just as prolific in producing berries as in making plants. It set and matured a tremendous crop of berries which equalled Catskill in size and exceeded Catskill in numbers. The berries are uniformly conical in shape and often have pronounced ridges. They are firm and bright red in color.

In flavor and quality we do not feel that Robinson is in a class with such varieties as Catskill and Fairfax being only about average. Nor has it proven to be as desirable a freezing berry with us in a limited trial.

We also found that unless the berries are allowed to fully ripen

they have a white tip. It is not a hard green tip which never ripens, as in the case with some varieties, but rather the tip does not color as rapidly as the rest of the berry.

We urge you to give Robinson a thorough trial as a berry to follow Catskill.

SPARKLE — A Promising Variety

Sparkle is a promising berry developed in New Jersey. We find it to be a vigorous growing productive mid-season variety resembling Fairfax, one of its parents, in appearance, firmness and color. The flavor and quality are much like but not quite equal to Fairfax. The berries are glossy, bright and medium to large in size. One of its outstanding features is its productiveness.

There is much interest in Sparkle at the present time as a freezing berry. In tests of 300 varieties frozen at the New York State Experiment Station at Geneva, N. Y. Sparkle was judged to be the best freezing berry.

Sparkle is worth trying.

ABERDEEN — A Popular Late Berry

Aberdeen is one of the most widely grown late varieties in New York State. The plants are vigorous and free growing, making a heavy row. It is more resistant to red stele disease and does better on wet heavy soils than most varieties. Aberdeen sets a heavy crop of berries. They are medium to large in size, light red but only moderately firm and below average in quality. Many New York growers swear by Aberdeen as a late variety.

RED STAR — The Latest of All

Red Star was developed by the U. S. D. A. recently and has been advertised as the best late variety. The plants are very large but make only a moderate number of new plants. Red Star sets such a very heavy crop of berries that it needs a plentiful supply of moisture to mature them to good size. The berries are very large but with us they tend to grow small and somewhat knotty if conditions become hot and dry. Red Star is bright red, firm and somewhat rough and irregular in shape. Quality is good. We recommend that you give Red Star a trial. Supply of plants is very limited.

TWO NEW BERRIES TO TRY

We are listing this year two new varieties, Midland and Fairpeake, which the Maryland growers have been offering recently. We will not fruit either berry until next June. However, both have come to us so highly recommended that we are offering them to you for trial with the understanding that the descriptions which follow are not based on our own experience with the varieties here in our own beds but rather on the literature being put out by the Maryland growers and our own personal talks with these growers.

MIDLAND

Reports indicate that Midland is an early season heavy cropper. The attractive glossy berries are darker than Premier but lighter than Fairfax. It is said to average as large as Catskill. Quality very good. Berries very firm and exceptionally good for freezing.

In spite of an unfavorable season the Midland plants we set last

STRAWBERRIES



for P L E A S U R E

for P R O F I T

for H E A L T H

In recent years we have all become aware of the importance of vitamins in our daily diet. For years we have thought of citrus fruits as the most important source of vitamin C. Did you realize that you could grow a more potent source of vitamin C in your own garden? In 1945 the New York Experiment Station conducted tests to determine the vitamin content of strawberries and obtained the following results.

Vitamin C content in milligram per 100 milligrams of fruit

STRAWBERRIES

Catskill	81
Sparkle	65
Fairfax	62
Premier	54

CITRUS FRUITS

Oranges	35-45
Grapefruit	35-40

Tests have shown that strawberries lose little of their vitamin content in freezing.

Plant plenty of strawberries—both spring and everbearing varieties. Enjoy nature's most delectable fruit from spring until snow flies. Fill your locker with delicious frozen berries and help yourself to health all winter.

STRAWBERRIES — SO GOOD

AND

SO GOOD FOR YOU

ORDER BLANK
W. E. Benning
Clyde, N. Y.

Please Write Plainly

Date _____

Send To _____

Post Office State

R. D. or St. _____ **County** _____

Express Office _____

Ship By Express () Parcel Post () Ship About

[illegible]

IMPORTANT! SUBSTITUTIONS. As the digging season progresses we frequently run out of some varieties. Please indicate whether, in case we are out of the variety ordered, we shall substitute something equally good or return your money. Any plants substituted will be marked by their true name. Unless an answer is indicated below, we shall feel free to substitute if necessary.

ANSWER _____

spring made reasonably good rows. The plants appear thrifty and healthy.

If half the good things which the Maryland growers say about Midland are true, it should be a valuable addition to our standard varieties.

Try Midland this year. You may find a real winner.

FAIRPEAKE

Fairpeake is a late variety which, as the name suggests, is a cross of Fairfax and Chesapeake. With such parentage one would expect a berry of very high quality. Those who have grown it claim it is the very peak of perfection in flavor and quality. The berries are said to be very large in size, beautiful and firm. Production is better than Chesapeake and equal to Fairfax.

As it grew in our beds last summer Fairpeake made a moderate row of robust healthy plants.

Why not try a few Fairpeake this year?

EVERBEARERS

Strawberries until snow flies! That's what you get with Everbearers. Every strawberry grower should enjoy delicious shortcakes during the summer and fall. Commercial men will find a ready market at high prices for all the good berries they can produce in the fall.

Two crops a year! That's what you get with Everbearers—A crop in the early summer and another in late summer and autumn. Large, delicious bright red good quality berries you can enjoy for many weeks.

Berries three months after planting! That's what you get with Everbearers. Plants set this spring will bear in August and on until winter. The blossoms should be cut from plants set this spring until about mid-July in order to give the plants a good chance to get a vigorous start. Then leave the blossoms on and begin enjoying luscious berries in mid-August.

The supply of all Everbearers is very limited this year.

GEM — A Money Maker

One of the most profitable and productive of all the everbearers. Many everbearers have come and gone but Gem retains its popularity because it has what it takes. It is an everbearer that really produces. Throughout late summer and fall you can pick quantities of these beautifully bright and attractive berries. They are somewhat tart but very good in flavor and quality and possess a real strawberry aroma. The berries are round, smooth, good sized and very attractive in the quart.

The plants of Gem are rather small. Nevertheless, they are vigorous growers making many plants which will fruit the same season as they are produced.

MASTODON — The Grand Old Everbearer

This grand old variety has run the gauntlet of the years and still remains the most popular everbearer grown. The berries are large, bright red and good quality. Mastodon bears good crops both in the spring and the fall.

The plants of Mastodon are large and vigorous being exceptionally well rooted. It is not as prolific a plant maker as Gem making

only a moderate number of plants. For this reason it should be planted closer than most varieties.

Try Mastodon and you will see why it has been a long time favorite.

STREAMLINER

Of the several newer varieties of everbearers we have tried Streamliner has been the best with us. The berries are large to very large probably averaging larger than any other everbearer we have grown. They are smooth, glossy and round with a beautiful bright red color. They are very sweet.

Like most everbearers Streamliner is not a heavy plant producer. Streamliner is an excellent home use variety but probably does not produce heavily enough for commercial use.

EVERMORE (Minn. 1166)

A hardy everbearer coming from Minnesota. The plants are healthy, very dark green and moderate plant makers. The berries are medium to very large in size, dark red all the way thru and rather long and pointed in shape. Evermore has a distinctive flavor all its own. We have a limited number of plants.

PRICES

Prepaid		Transportation charges paid by purchaser						
No of Plants	100	100	200	300	400	500	1000	5000
EARLY								
Premier	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Fairfax	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Dorsett	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Midland	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
MID-SEASON								
Catskill	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Culver	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Sparkle	3.25	3.00	5.00	7.00	8.50	10.00	16.00	
LATE								
Aberdeen	3.25	3.00	5.00	7.00	8.50	10.00	16.00	
Red Star	3.25	3.00						
Robinson	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Fairpeake	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
EVERBEARERS								
Gem	5.25	5.00						
Mastodon	5.25	5.00						
Evermore	5.25	5.00						
Streamliner	5.25	5.00						

Plants shipped prepaid through the fourth postal zone only.

Do not add together two or more varieties to obtain a cheaper rate—Each variety must be figured separately.

Stamps (1, 2, and 3 cent) accepted for amounts less than \$1.00

Prices subject to change without notice

All plants offered subject to prior sale.

**CASH MUST ACCOMPANY ALL ORDERS UNLESS
OTHER ARRANGEMENTS ARE MADE**

References: Postmaster, or Briggs Bank, Clyde, N. Y.